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**TITLE 760 DEPARTMENT OF INSURANCE**

**Notice of Intent to Adopt a Rule**

LSA Document #11-406

Under [IC 4-22-2-23](#), the Department of Insurance intends to adopt a rule concerning the following:

**OVERVIEW:** Adds [760 IAC 1-79](#) to set forth standards to protect consumers from misleading and fraudulent marketing practices with respect to the use of senior-specific certifications and professional designations in the solicitation, sale, or purchase of, or advice made in connection with, a life insurance or annuity product. Written comments should be addressed to the Small Business Regulatory Coordinator for this rule. Statutory authority: [IC 27-1-3-7](#); [IC 27-1-15.6-33](#).

For purposes of [IC 4-22-2-28.1](#), the Small Business Regulatory Coordinator for this rule is:

Meggan Brumbaugh  
Department of Insurance  
311 West Washington Street  
Suite 103  
Indianapolis, IN 46204  
(317) 232-0143  
mbrumbaugh@idoi.in.gov

For purposes of [IC 4-22-2-28.1](#), the Small Business Ombudsman designated by [IC 5-28-17-5](#) is:

Ryan Asberry  
Indiana Economic Development Corporation  
One North Capitol, Suite 700  
Indianapolis, IN 46204  
(317) 232-8962  
smallbizombudsman@iedc.in.gov

Resources available to regulated entities through the small business ombudsman include the ombudsman's duties stated in [IC 5-28-17-5](#), specifically [IC 5-28-17-5\(9\)](#), investigating and attempting to resolve any matter regarding compliance by a small business with a law, rule, or policy administered by a state agency, either as a party to a proceeding or as a mediator.

*Posted: 07/13/2011 by Legislative Services Agency*

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